

RECEIVED  
CENTRAL FAX CENTER

Serial No.: 09/872,668  
Attorney Docket No.: 10008156-1

DEC 26 2005

CERTIFICATE OF TRANSMISSION

I hereby certify that this paper and every paper referred to therein as being transmitted via facsimile to: (571) 273-8300 Commissioner for Patents, Washington, DC 20231,

on December 26, 2005 (Date of Deposit) 13 (No. of pages)

Edmond A. DeFrank

By

  
Signature

PATENT

Attorney Docket No: 10008156-1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:  
Cherry et al.

Serial No.: 09/872,668

Group Art Unit: 3622

Filed: June 1, 2002

Examiner: Y. Retta

For: **CONTROLLED CUSTOMIZED ADVERTISING METHODS IN MEDIA**

AMENDMENT UNDER 37 CFR 1.111

Hon. Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated August 24, 2005, please enter the following amendments for the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 8 of this paper.